

Communications Coordinator

Starting Date: As soon as possible
Contract type: Permanent
Salary: £35,000
Location: London, United Kingdom
Application closing date: 26th April 2022

About Better Cotton

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In challenging times, we are meeting the challenge head on. Through our network of field-level partners we have trained over 2.5 million farmers - from the smallest to the largest - in 23 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard. We have united the industry's stakeholders behind our efforts, from ginners and spinners to brand owners, civil society organisations and governments. Everyone who cares about cotton and its sustainable future can now be part of something better.

About the Role

Better Cotton seeks a motivated and dynamic individual, comfortable working in a fast-paced environment, to play a key operational role that supports the Communications function in executing and monitoring the communications strategy.

The communications strategy is pivotal to building the profile of the organisation worldwide, and increasing awareness and buy-in for the 2030 impact target areas including climate change mitigation, smallholder livelihoods, soil health, women's empowerment and pesticide reduction. The role will develop diverse content – including news releases, blog posts and stakeholder resources – to tell the Better Cotton story in a clear and compelling manner, and will require the coordination and delivery of wide ranging communications projects. The position will also coordinate media management activities including fielding media enquiries and drafting news releases. The ideal candidate should bring solid experience in working in communications and must be capable of working well cross-functionally as well as with external vendors and consultants. An interest in sustainability issues and excellent writing skills will round off the profile.

This role offers a great insight into a fast growing international sustainability organisation working in one of the largest commodity markets and will offer excellent development opportunities.

Key Responsibilities

25%: Content development

Draft, coordinate and roll out engaging content across all of Better Cotton's organizational communications platforms to effectively tell the Better Cotton story. This includes proofreading and

editing copy and materials and will often require cross-functional engagement. Examples of outputs include:

- FAQs;
- Blog, social media and newsfeed posts;
- One-pagers and fact sheets;
- Updated website content; and
- Email marketing communications.

50%: Media support

Support with media management and engagement activities. These activities include tracking and monitoring media coverage and incoming media requests as well as maintaining up-to-date media materials and Q&As covering a wide range of topics. Responsibilities include:

- Fielding media enquiries;
- Media monitoring;
- Coordinating a weekly global media report;
- Drafting responses to enquiries;
- Drafting news releases;
- Drafting internal processes; and
- Maintaining a suite of off-the-shelf materials.

25%: Operational support & project management

Coordinate the development and delivery of diverse communications projects and support the function with key communications outputs. This work includes monitoring analytics where relevant and creating reports that detail the strengths and weaknesses of communications campaigns and strategies. Examples of projects and activities may include:

- Organizational reports;
- Event-specific communications;
- Presentations;
- Coordination of procurement and contracting documents;
- Coordination of infographics and visual collateral; and
- Regional communications support as needed.

The Communications Coordinator reports to the Communications Director.

The candidate will have the following skills, knowledge, and experience:

Skills, Knowledge and Experience
<i>Essential</i>
3+ years experience in a communications or marketing role.
Strong time management and organisational skills and ability to meet deadlines.
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of audiences, internally and externally
Strong interpersonal skills and the ability to work effectively within a collaborative team.
Ability to work both independently and as part of a team.
Excellent communication skills in English: orally and written.
Knowledge of communications and marketing ethics and best practices.

Ability to work with diverse groups of people in a multicultural and team-oriented environment.
IT literacy, to include: MS Word; MS PowerPoint; MS Excel; MS Outlook as well as experience working with a CRM database.
Presentation skills; ability to provide trainings to small groups and create visually compelling presentations.
Enjoys learning, innovating and taking on a challenge.
Willingness to carry out administrative tasks.
<i>Desirable</i>
Demonstrated grasp of the key issues in sustainability and/or knowledge of sustainable agriculture especially in the smallholder farming context, or alternatively, of the textile and fashion value chains.
University degree, or equivalent higher education qualification in Communications, Journalism, Writing or related area of study.
Existing knowledge of sustainability standard systems.
Working knowledge of online mail distribution software e.g. Mail Chimp.
Digital marketing track record e.g. paid advertising, social media, SEO etc.
Knowledge of Salesforce.
Knowledge of Adobe Creative Cloud applications.

Working Arrangements

The position is full-time (40 hours per week) and will be based in London, UK. Better Cotton offers flexible working, with core hours being 10am – 4pm.

Some travel will be required.

Applications

Interested applicants with the required attributes are asked to send a detailed CV (2 pages maximum) and a motivational letter (1 page maximum) in English by applying via [this link](#).

Applications Deadline: 26th April 2022

We thank all applicants for their interest; however only shortlisted candidates will be contacted.

Better Cotton is currently unable to provide sponsorship for work permits, and candidates need to have a pre-existing right to work in the location where they will be based.

Better Cotton is an equal opportunities employer, and is committed to good practice and transparency in the management of natural, human and financial resources.

Better Cotton has a zero tolerance approach to any attitudes or behaviours that put children or adults at risk of harm. Safeguarding incidents are acts of serious misconduct and are grounds for

disciplinary action, up to and including, dismissal and referral to relevant authorities for criminal prosecution.